

No... Dec... Feb... 2017 2018 2019 2020 Jun... Jul ... Sep... Oct... Jan ... Au... ₹25M ₹985M 2429K Revenue Trend Total Profit Margin Sales Qty Revenue Profit Margin by markets **Profit Contribution by** Revenue Contribution by ₹240M (24.4%) markets markets customer_type 2.2% Ahmedabad Delhi NCR Ahmedabad 11.55% Brick & Mortar 52.75% -20.8% Bengaluru ● E-Commerce 15.24% Bengaluru -0.31% Mumbai 3.9% Bhopal Ahmedabad 13.43% 9.28% Bhopal ₹744M (75.6%) 4.0% Bhubanesh... Bhopal Bhubaneshwar 0.14% Top 5 customers 1.7% Chennai Chennai 1.22% Nagpur Revenue Contribution Contribution % Profit Margin % custmer_name % Revenue Profit Margin 2.3% Delhi NCR Kochi 1.91% Delhi NCR 48.48% **Electricalsara Stores** ₹413,333,588 41.97% 37.75% 2.3% 0.6% Hyderabad Electricalslytical ₹49,644,189 5.04% 6.85% 3.4% Hyderabad 0.19% 1.83% Chennai **Excel Stores** ₹49,115,620 4.99% 2.76% 1.4% -0.5% Kanpur Premium Stores ₹44,906,666 4.56% 4.27% 2.3% Kanpur -0.27% 1.38% Kanpur 4.1% ₹43,893,083 4.46% 7.24% Nixon Kochi **Total** 61.02% 58.87% 2.4% ₹600,893,146 2.85% Hyderabad 0.76% Kochi 1.0% Lucknow 0.13% 0.45% Patna Lucknow Mumbai 19.76% 0.31% Lucknow Mumbai 2.6% Nagpur 5.73% Nagpur 4.1% Patna Bhubanesh... 0.74% Patna 4.9% Surat 0.51% Surat

₹93M

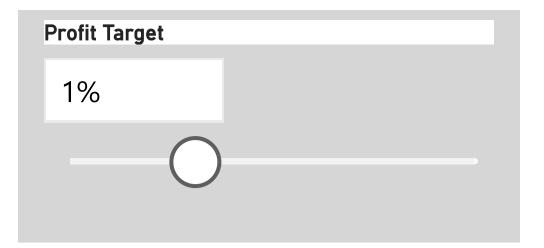
Revenue

234K

Sales Qty

₹3M

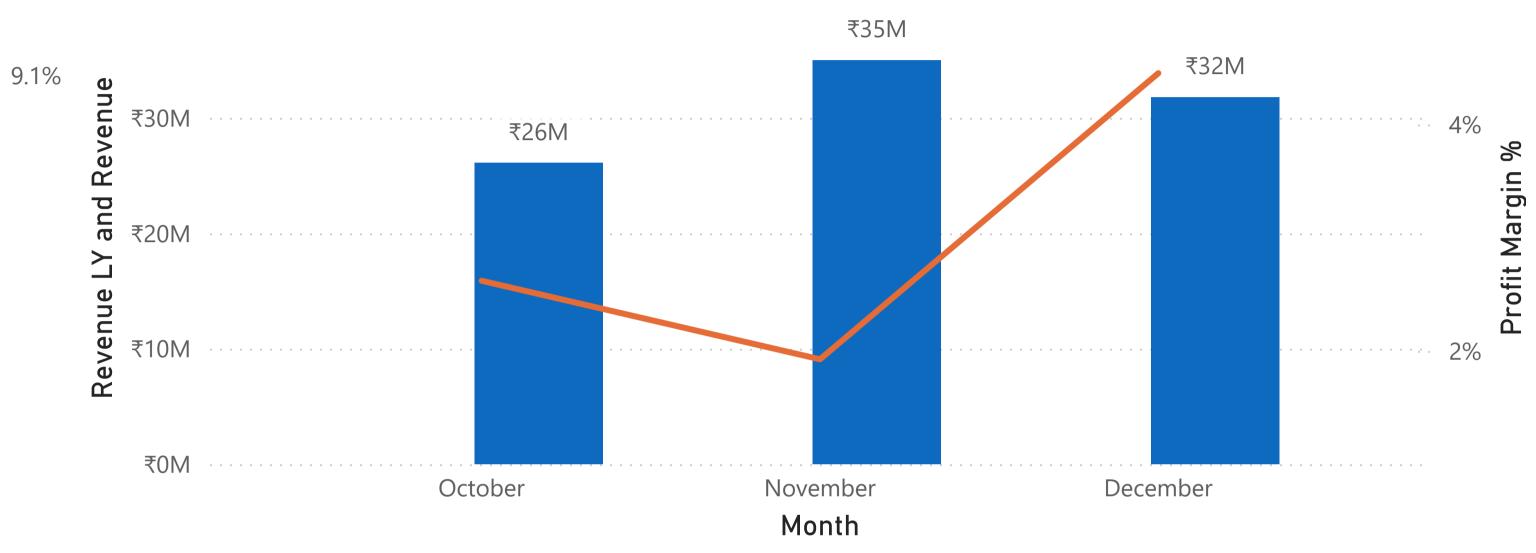
Total Profit Margin







YOY Revenue & Profit Margin Trend



Top 5 customers

custmer_name	Revenue	Contribution % Revenue	Contribution % Profit Margin	Profit Margin %
Electricalsara Stores	₹36,098,419	38.86%	36.97%	2.8%
Nixon	₹7,914,695	8.52%	13.99%	4.9%
Electricalslytical	₹6,135,803	6.61%	20.44%	9.2%
Premium Stores	₹5,237,662	5.64%	-0.04%	-0.0%
Excel Stores	₹4,600,061	4.95%	0.89%	0.5%
Surge Stores	₹2,982,217	3.21%	1.26%	1.2%
Control	₹2,581,726	2.78%	1.93%	2.1%
Info Stores	₹2,424,940	2.61%	-0.16%	-0.2%
Atlas Stores	₹1,759,730	1.89%	-1.70%	-2.7%
Acclaimed Stores	₹1,701,927	1.83%	3.97%	6.5%
Forward Stores	₹1,618,773	1.74%	1.53%	2.6%
Total	₹92,882,653	100.00%	100.00%	3.0%

Revenue Contribution by markets

